

Rep Order# 8864494 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37266

Printed: 09/17/2012 7:48 AM
Last Received: 09/16/2012 2:19 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () DEMO SEN CAMPGN COMM
Product issue
Estimate# 1780
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1780
Flight Dates 09/18/2012 - 09/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

-- CONTRACT COMMENT --

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

-- REMARKS --

PLS SEE LINES FOR CHANGES
NCIT
PLS CNF
T/R STEFAN FOR MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	600A-700A	8 NEWS NOW AT 6A	:30	\$1,400.00	09/18-09/21	1	1	1	\$1,400.00	
	2	TU-F	700A-900A	CBS THIS MORNING	:30	\$1,200.00	09/18-09/21	2	1	2	\$2,400.00	
	*3	TU-F	900A-1000A	LIVE! WITH KELLY	:30	\$950.00	09/18-09/21	0 ✓	0	0	\$0.00	
			Sales Remark:	V3 2X NA								
			V3 Comment Changed,	Spots/week Changed								
	4	TU-F	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,000.00	09/18-09/21	2	1	2	\$2,000.00	
	*5	TU-F	300P-400P	ELLEN	:30	\$1,600.00	09/18-09/21	3 ✓	1	3	\$4,800.00	
			Sales Remark:	V3 1X ADD								
			V3 Comment Changed,	Spots/week Changed								
	*6	TU-F	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	09/18-09/21	3 ✓	1	3	\$4,800.00	
			Sales Remark:	V3 2X ADD								
			V3 Comment Changed,	Spots/week Changed								

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Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0265

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*7	TU-F	500P-630P	8 NEWS NOW ROTATION	Sales Remark: V3 2X NA V3 Comment Changed, Spots/week Changed	:30	\$1,700.00	09/18-09/21	0 ✓	0	0	\$0.00	
8	SA	500P-700P	8 NEWS NOW AT 5PM-SUN		:30	\$2,500.00	09/22-09/22	1	1	1	\$2,500.00	
*9	TU-F	700P-800P	ET/INSIDER	Sales Remark: V3 1X NA V3 Comment Changed, Spots/week Changed	:30	\$3,000.00	09/18-09/21	1 ✓	1	1	\$3,000.00	
*10	W	1000P-1100P	C.S.I.	Sales Remark: V3 1X NA V3 Comment Changed, Spots/week Changed	:30	\$12,000.00	09/19-09/19	0 ✓	0	0	\$0.00	
*11	TU-F	1100P-1135P	8 NEWS NOW AT 11PM	Sales Remark: V3 2X NA V3 Comment Changed, Spots/week Changed	:30	\$2,500.00	09/18-09/21	1 ✓	1	1	\$2,500.00	
12	TU-F	1237A-137A	LATE LATE SHOW		:30	\$450.00	09/18-09/21	2	1	2	\$900.00	
*13	TU	900P-1000P	NCIS LA	Sales Remark: V3 MG V3 Added	:30	\$18,000.00	09/18-09/18	1 ✓	1	1	\$18,000.00	
*14	SA	930A-1200P	ACC FOOTBALL	Sales Remark: V3 MG. V3 Added	:30	\$1,000.00	09/22-09/22	2 ✓	1	2	\$2,000.00	
*15	TU-F	400A-459A	NEWS	Sales Remark: V3 MG V3 Added	:30	\$125.00	09/18-09/21	4 ✓	1	4	\$500.00	

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--REPORT TOTALS--

Report Totals: 23 / \$44,800.00

--SALES MONTHLY TOTALS--

Sep 12: 23 / \$44,800.00

Sales Totals: 23 / \$44,800.00

Station Totals: 23 / \$44,800.00

Lines not sent/excl/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$149,333	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+